

WWF IN NUMBERS

5,000,000

We rely on the kindness and generosity of our five million supporters around the world.

100

We work in over 100 countries.



1,300

We are currently supporting over 1,300 conservation projects around the world.

20%

20% of our income is from gifts in Wills. Without them, we couldn't do our work.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.uk



WWF-UK, registered charity number 1081247 and registered in Scotland number SC039593. A company limited by guarantee number 4016725 © 1986 panda symbol and © "WWF" Registered Trademark of WWF-World Wide Fund For Nature (formerly World Wildlife Fund). WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL. t: +44 (0)1483 426333, e: supportercare@wwf.org.uk, wwf.org.uk/legacy

100%
RECYCLED



WWF · LEGACY

WWF.ORG.UK/LEGACY

COVER PHOTO: © NATUREP.L.COM / ANDREW PARKINSON / WWF



Their future.
Our planet.
Your legacy.



Today, orang-utans are found on just two islands – Sumatra and Borneo. They are classed as endangered.

Why gifts in Wills are so important

Gifts in Wills help fund our vital conservation work.

Since WWF's foundation in 1961, we've believed that people can live in harmony with nature. We're committed to protecting and preserving the natural world and finding ways to share the planet's resources fairly.

WWF has grown to become the world's largest conservation organisation. Today, we support over 1,300 programmes in 100 countries across the globe. Many of our projects are instrumental in ensuring that some of the world's most threatened species and their habitats are protected. With the help of our partners and supporters, we're working tirelessly to ensure that wildlife and the natural world is protected and able to thrive.

The way we work is truly unique and reflects the changing nature of the world we live in. We are part of a global community and need to work closely with our partners in conservation to help protect our planet. Our partners are often local organisations who are connected to their communities. They share our goals and complement our work around the world.

We work with local communities, helping them protect their environments and improve their livelihoods by using natural resources sustainably. We work with governments and politicians, trying to influence their decisions to protect our environment. We also work with businesses, transforming the way they work and promoting better practices that reduce their impact on the natural world.

We receive support for our work in many ways, but gifts in Wills are a huge source of funding and account for about 20% of WWF-UK's voluntary income. Without them, we simply wouldn't be able to continue to do the important work we do to help protect our planet.

This brochure highlights our work, some of our successes and some of the threats ahead – and what we can do together for the future of our precious planet. Please take some time to read it and help us make sure that we're there to stand up to some of the greatest environmental challenges our world faces.

“The planet is an ecosystem. It has to be looked after and cared for.”

**David Attenborough,
WWF Ambassador**

Their future

The future of our planet is under threat. Some of our most magnificent species face a fight for survival.

From the snowcapped peaks of the eastern Himalayas to the sun-drenched plains of the Mau Mara Serengeti, many species such as the elephant, rhino and tiger are facing a number of threats. The threats are truly global, and if left unchecked could be disastrous for our planet. The future of the world's people, wildlife and environments are all linked together, and we must face these challenges together.

Climate change – We're experiencing the biggest environmental change our generation has ever seen. The decline of seasonal Arctic sea ice is perhaps the most visible and dramatic sign of climate change on the planet, and is happening even faster than predicted. Climate change and the loss of sea ice is the main threat to polar bears, which depend on sea ice to hunt seals, their main prey.

A gift in your Will could help us tackle climate change by getting a new global climate deal to reduce greenhouse gas emissions. A new climate deal could also help stop rampant deforestation, which keeps carbon from being released into the atmosphere and heating our planet.

Illegal wildlife trade – There's been an unprecedented increase in the illegal wildlife trade in recent years. If left unchecked, it could undo decades of conservation success. In 2014, 1,125 rhinos were killed in South Africa alone. In the same time, over 20,000 elephants were killed for their ivory. It must stop.

A gift in your Will could help us influence government policy to stop the illegal wildlife trade. There's a great demand for

illegal animal products in some Asian countries, and they are sometimes sold to fund organised crime and terrorist activity. Over 170 countries have committed to stamping out poaching. So, we are helping train and equip rangers across the world so that they can help catch and convict poachers.

The destruction of forests – The earth's forests are home to over 50% of land-based plant and animal life. They help provide food, shelter and income for over one billion people. But we've already lost half our forests, and an area over the size of two football pitches is lost every minute. We must help protect what remains and restore and regenerate forests that have been degraded or destroyed.

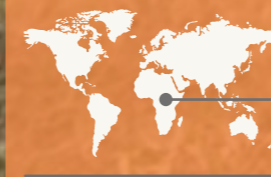
A gift in your Will could help us work with businesses to halt deforestation by finding better and more efficient ways to use our natural resources. And your gift could help us work with local communities so they can earn sustainable incomes from their own small businesses that protect the environment.

Human / wildlife conflict – Across the world, increasing populations mean that communities are encroaching on more wildlife habitat. In Nepal, farmers have been known to kill snow leopards when they have attacked their livestock. WWF supports a security scheme that reimburses farmers if livestock is killed – removing the need for retaliatory attacks.

A gift in your Will could help us work with local communities and implement practical solutions so that the snow leopard and many other species can thrive in the wild and live in harmony with the communities around them.

“People all around the world have to recognise a community. A community that protects our glorious planet.”

David Attenborough,
WWF Ambassador



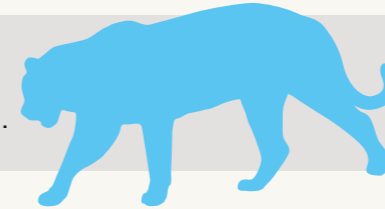
Lions face increasing threats from closer contact with people.



The African elephant faces serious threats from the illegal ivory trade and human/wildlife conflict

Without WWF's conservation work, the future for these species looks bleak.

As few as **3,200** tigers remain the wild.

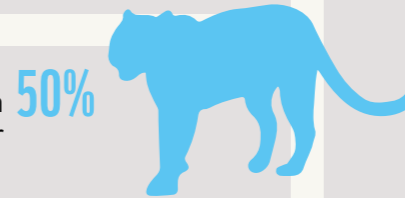


The giant panda was once spread throughout China, but now survives in just **6** isolated mountain ranges.

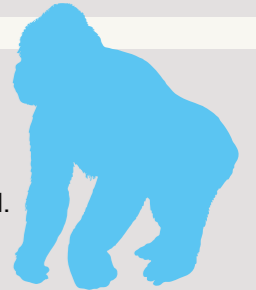


There are around **70** Amur leopards left in the wild.

Jaguars now occupy less than **50%** of their natural range and their numbers are declining.



The powerful mountain gorilla is critically endangered, with as few as **880** living in the wild.



We're standing up to these challenges to protect the futures of some of our most iconic species. That's why WWF has set some clear goals that we're committed to achieving in the coming years. Here are just some of them:

- We will double the numbers of tigers living in the wild by 2022.
- We will create an area of 15 million hectares in the eastern Himalayas to protect the Bengal tiger, Asian elephant and many other species.
- We will ensure the diversity of the Amazon is conserved by 2030, which will ensure the survival of the jaguar and thousands of other species of animals, plant life and the millions of people that live there.
- We will work tirelessly to reduce the illegal wildlife trade to help protect tigers, rhinos and many other species.
- We will ensure that all panda habitats in the Yangtze basin are protected by 2030, helping viable panda populations to thrive.

We believe we can achieve all of these goals. But we can't do it alone. Gifts in Wills are vital to ensure that we can continue to protect our incredible planet whatever the future holds.

Our planet

**The natural world is our greatest source of beauty and wonder.
We must do everything we can to help protect it for future generations.**

We believe that people and nature can co-exist in harmony. There's a long way to go, but our work to help protect the planet continues. With the support of local communities, governments, and most importantly, incredible people like you, we've already achieved so much. But there's still a lot to do.

The Amazon is home to almost one-third of the world's remaining rainforest and 10% of all species of animals and plants. We depend on the Amazon forest to help stabilise the world's climate. WWF's pioneering work with the Amazon Region Protected Areas Programme has helped ensure a 75% reduction in the rate of deforestation in Brazil since 2000. Our work has also helped local communities build sustainable incomes from their environment. We've ensured governments improve environmental safeguards, such as better planning for dams in the Tapajos and Marañon rivers and we've helped businesses make existing cattle ranches much more productive, reducing the need to create new ones from ancient rainforests.

The eastern Himalayas is home to the Bengal tiger, snow leopard and greater one-horned rhino. It is one of the only places on earth where you can find Asian elephants, tigers and rhinos living together in the wild. We're currently creating a connected mosaic of protected land with an area of 15 million hectares. This will help animals continue to migrate and move naturally and protect food sources. It's working too – tiger numbers in Nepal have increased by around 60% since 2010. And in 2014, we celebrated the news that no rhinos, elephants or tigers had been poached there for a whole year.

The giant panda lives in the Upper Yangtze. It's where WWF first began its conservation work in China. By working with the Chinese government over the last 30 years, we've helped secure vast areas of land that now provides a safe habitat for about three-quarters of the giant panda population. We're promoting ecotourism across the region, which motivates local communities to earn an income from their land and encourages them to work with us to protect it for the future.

“WWF has been the leader in changing our world's attitude to the planet.”

**David Attenborough,
WWF Ambassador**



Our work has helped local communities earn sustainable incomes from their environment.



The elusive snow leopard is classed as endangered – with between 4,000 and 6,500 left in the wild.

With the help of our supporters we've achieved a lot:

Stopping deforestation

Our work with the Amazon Region Protected Areas Programme is the biggest tropical rainforest conservation programme in history, protecting over 60 million hectares. It's led to a 60% decrease in deforestation since 2004. Last year, our partners agreed to support existing and new protected areas for another 25 years.

Protecting habitats

Between 2007 and 2014 we helped fund the restoration of more than 2,000 hectares of degraded forests in Sabah, helping protect important habitat and contributing to an increase in orang-utan nests.

Safeguarding wildlife

We support the Mara Lion Project, which monitors and protects lions in Kenya. The Mara Lion Project also works with local people – educating communities about lions and promoting the benefits that lions can bring people, such as tourism and community-based conservation.

The Mau Mara Serengeti is one of the oldest and least disturbed ecosystems on the planet. But in the Mau Mara Serengeti, leopards, lions, elephants and rhinos all face threats from the illegal wildlife trade, deforestation and human/wildlife conflict. WWF's work with local communities is protecting these animals and many other species. We train and equip rangers to stop poaching. We help farmers use practical solutions to improve the yield from their crops, like helping build terraces on sloping farmland to stop fertile soil being washed away by the Mara River. We're also helping to reduce human/wildlife conflict by building lion proof cattle enclosures for local farmers.

For more than 50 years, we've worked across the world to help people live in harmony with nature. Gifts in Wills have been instrumental in these achievements, and they are still a vital source of income in supporting our work.

By 2018 we want to:

- Ensure the populations of 10 of the world's most iconic and threatened species are safeguarded.
- Achieve a significant increase in the area of forests and oceans effectively managed and protected.
- Secure the river flow of four of the world's great rivers – the Yangtze, Mekong, Ganges and Amazon.
- Achieve a shift in energy policy and reduce carbon emissions to avoid the worst impacts of climate change.

“WWF's work is vital.”

David Attenborough,
WWF Ambassador

Remembering WWF in your Will can help us achieve these goals across the world – protecting some of our most endangered species, tackling climate change and ensuring that we continue to care for fragile habitats.

Your legacy

We all have a role to play to safeguard earth's future and help protect our planet.

Quite simply, WWF could not do its work without our generous supporters and gifts in Wills. Our world is changing, and the threats to the environment, wildlife and the livelihoods of millions of people are all too real. It's quite possible that future generations might only be able to see some of our most beautiful species and iconic landscapes in books or online.

We are the generation that can, and must, tackle climate change, stop the illegal wildlife trade and end the destruction of the world's remaining forests. We must protect our oceans and coasts, our rivers and lakes. We must ensure that everyone shares the world's resources fairly and sustainably. If we don't, then future generations may never see an elephant nurse its calf in the Serengeti. They will only see a snow leopard by watching a video on YouTube. And will they have the chance to hear a tiger roar in the wild?

We don't want future generations to inherit a world where climate change has destroyed the livelihoods of millions of farmers and fishermen and destroyed the food supplies for entire species when we know something could have been done to prevent it.

What could your legacy be?

Doubling the numbers of tigers living in the wild?

Creating an area of 15 million hectares to protect the Bengal tiger, Asian elephant and many other species?

Stamping out the illegal wildlife trade to help protect elephants, tigers and rhinos?

Protecting the diversity of the Amazon, ensuring the survival of the jaguar and the thousands of other species of animals and plant life that live there?

Ensuring that all panda habitats in the Yangtze basin are protected, helping the panda to thrive?

"WWF is one of the great hopes for the world."

**David Attenborough,
WWF Ambassador**



The jaguar occupies less than 50% of its historic range, but our work is helping to protect this beautiful and elusive cat.



We want our grandchildren to live in a world where this beautiful lion cub can grow up without the threat of poaching or conflict with humans.



“I am very proud to be a part of WWF.”

**David Attenborough,
WWF Ambassador**

We want to leave a world where poaching has been stopped. We want to ensure businesses use the earth’s resources fairly. We want our children and grandchildren to live in a world where people and nature thrive together. For more than 50 years, we’ve believed that people can live in harmony with nature and that we can protect our planet for us all to enjoy.

What is our legacy going to be?

We can protect our incredible planet. We must. We can save our forests. We can protect our coasts. We can safeguard wildlife. We can live in harmony with our environment. Together, we can protect our world for future generations to enjoy. But we need your help.

So, what is your legacy going to be?

A gift in your Will can protect our planet. It can help safeguard the panda, tiger and snow leopard. It will help stop deforestation and tackle the effects of climate change.

This could be your legacy.